

**Case study 3: self-employment****PRIME**

Garry Stephenson (55) set up an innovative photography company just months after being made redundant from his job inspecting motor homes for a large local vehicle importer. His company SkyHiFotos.co.uk offers photography from an unusual angle – taken from the top of a special 50-foot mast.

He first got the idea from the internet: “I saw a pole advertised, then looked into what types there were, what they could do and what they cost. I found that I could get something suitable for not much more than the cost of buying a good fishing rod and all the kit.

“For me it ticked all the boxes. Firstly, something I could start almost as a hobby, but then secondly, something I could work with as a business. And then thirdly, something I could keep doing into retirement.”

Garry had always been a keen amateur photographer. And indeed, over the years had done some weddings for friends.